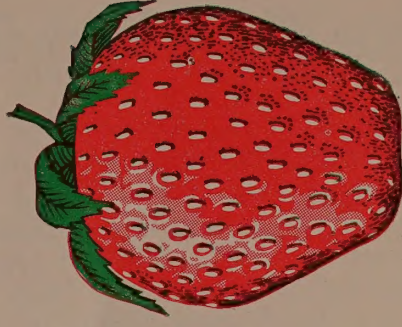


Superior Quality

STRAWBERRY

Plants



ALL PLANTS
GROWN BY:

HILTON JOHNSON

with **THE CONNER COMPANY** FOUNDATION STOCK FROM UNIVERSITY OF ARKANSAS EXPERIMENT STATION

Augusta, Arkansas

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CATALOG

... About Arkansas State Certified Plants

Through the co-operation of the University of Arkansas Experiment Station and the Arkansas State Plant Board, a system of plant certification has been developed that insures growers of obtaining plants of the highest quality. Under this system the University of Arkansas Department of Plant Pathology produces Nuclear Stock from plants which are indexed annually for virus freedom and are grown only in screenhouses under conditions which would maintain the stock at maximum freedom from disease. From this nuclear stock the Department produces plants that are first year propagation and they are labeled Foundation Stock. The foundation stock plants are free of viruses and other diseases and they are released to reliable growers (The Conner Company is one of these growers) for increase. The grower sets this stock in fields where no strawberry plants have been grown for 10 years and these fields are required to be at least one mile from any other field containing strawberry plants. The plants are set for increase in these isolated fields under certification conditions and agreements set up by the Arkansas State Plant Board and the University. The plants which are grown from this foundation stock are Registered Purple Tag Plants. They are sold as Registered Purple Tag plants or they are set to produce Certified Blue Tag plants. The plants which are grown from the Purple Tag stock are sold by The Conner Company as Certified BLUE TAG plants and they are inspected and meet standards of certification set by the State Plant Board. GREEN TAG plants are grown from Blue Tag stock and are inspected and meet standards of certification set by the State Plant Board.

Under these conditions no Arkansas Certified strawberry plant offered for sale is more than three years from Registered Foundation disease-free plants. In addition to being virus-free, Arkansas Certified plants are free of red stele disease, root-knot nematodes, and noxious weeds. Spring and summer crimp, nematodes and crown borer tolerances are such that the Certified plants are essentially free of these pests.

The increased vigor of the Certified plants results in greater runner plant production. Where ordinary plants are spaced $2\frac{1}{2}$ to 3 feet apart in a row, Certified plants may be set 3 to 5 feet apart and in a normal year can be expected to make a good matted row.

The Conner Company is proud to offer these Arkansas State Certified plants for sale; they are absolutely the finest strawberry plants available anywhere.

ARKANSAS STATE CERTIFIED VARIETIES

BLUE TAG

(Second year from Univ. of Ark. foundation stock)

BLUE TAG

Albritton

100 to 1000 plants, **\$2.50** per 100, Postpaid

1000 or more plants, **\$12.00** per 1000, at Augusta

BLUE TAG

Blakemore

100 to 1000 plants, **\$2.50** per 100, Postpaid

1000 or more plants, **\$ 9.50** per 1000, at Augusta

BLUE TAG

Florida "90"

100 to 1000 plants, **\$2.50** per 100, Postpaid

1000 or more plants, **\$10.00** per 1000, at Augusta

BLUE TAG

Missionary

100 to 1000 plants, **\$2.50** per 100, Postpaid

1000 or more plants, **\$10.00** per 1000, at Augusta

BLUE TAG

Tennessee Beauty

100 to 1000 plants, **\$2.50** per 100, Postpaid

1000 or more plants, **\$10.00** per 1000, at Augusta

ARKANSAS STATE CERTIFIED VARIETIES

GREEN TAG

(Third year from Univ. of Ark. foundation Stock)

GREEN TAG

Albritton

100 to 1000 plants, **\$2.00** per 100, Postpaid
1000 or more plants, **\$10.00** per 1000, at Augusta

GREEN TAG

Blakemore

100 to 1000 plants, **\$2.00** per 100, Postpaid
1000 or more plants, **\$ 7.50** per 1000, at Augusta

GREEN TAG

Dixieland

100 to 1000 plants, **\$2.00** per 100, Postpaid
1000 or more plants, **\$10.00** per 1000, at Augusta

GREEN TAG

Florida "90"

100 to 1000 plants, **\$2.00** per 100, Postpaid
1000 or more plants, **\$ 9.00** per 1000, at Augusta

GREEN TAG

Headliner

100 to 1000 plants, **\$2.00** per 100, Postpaid
1000 or more plants, **\$ 9.00** per 1000, at Augusta

GREEN TAG

Pocahontas

100 to 1000 plants, **\$2.00** per 100, Postpaid
1000 or more plants, **\$10.00** per 1000, at Augusta

GREEN TAG

Premier

100 to 1000 plants, **\$2.00** per 100, Postpaid
1000 or more plants, **\$ 9.00** per 1000, at Augusta

GREEN TAG

Robinson

100 to 1000 plants, **\$2.00** per 100, Postpaid
1000 or more plants, **\$ 9.00** per 1000, at Augusta

GREEN TAG

Sparkle

100 to 1000 plants, **\$2.00** per 100, Postpaid
1000 or more plants, **\$12.00** per 1000, at Augusta

GREEN TAG

Surecrop

100 to 1000 plants, **\$2.00** per 100, Postpaid
1000 or more plants, **\$12.00** per 1000, at Augusta

GREEN TAG

Tennessee Beauty

100 to 1000 plants, **\$2.00** per 100, Postpaid
1000 or more plants, **\$ 9.00** per 1000, at Augusta

ARKANSAS STATE INSPECTED VARIETIES

(From Virus-free, disease-free stock grown on our own farms)

Armcore

100 to 1000 plants, **\$2.00** per 100, Postpaid
1000 or more plants, **\$10.00** per 1000, at Augusta

Catskill

100 to 1000 plants, **\$2.00** per 100, Postpaid
1000 or more plants, **\$12.00** per 1000, at Augusta

Midway

100 to 1000 plants, **\$2.00** per 100, Postpaid
1000 or more plants, **\$12.00** per 1000, at Augusta

The Everbearing Varieties . . .

Ozark Beauty

"We are proud to offer this outstanding Arkansas-developed strawberry plant."

\$ 3.00 per 100, Postpaid

Arkansas State Certified

BLUE TAG

STREAMLINER

\$ 3.00 per 100, Postpaid

Arkansas State Certified

GREEN TAG

GEM

\$ 3.00 per 100, Postpaid



"We ship only the very finest plants, packed with care, to insure that our customers receive plants of the highest quality."

THE CONNER COMPANY

Suggestions for Growing Strawberries

By **HILTON JOHNSON**

1. Set the best: Virus Free - Disease Free Arkansas State Certified Plants.
2. Buy plants from reliable plant growers. This insures variety purity.
3. Select well drained land that is as free of grass and weed seed as possible. Row or sprinkler irrigation insures against drouth—very important.
4. Plant bed rows should be well prepared and just high enough for drainage, irrigation and cultivation.
5. Suggested row width, 36 inches to 42 inches.
6. Plant spacing in rows, 12 inches to 48 inches, depending on kind of plants, and local conditions. Plants per acre.
 - 36 in. between rows, 18 in. spacing, 9680 plants.
 - 38 in. between rows, 18 in. spacing, 9170 plants.
 - 40 in. between rows, 18 in. spacing, 8713 plants.
 - 36 in. between rows, 30 in. spacing, 5808 plants.
 - 38 in. between rows, 30 in. spacing, 5503 plants.
 - 40 in. between rows, 30 in. spacing, 5228 plants.
7. Fertilizer. Have your soil analyzed for necessary type and amount. Your County Agent will help and advise. Basic recommendations: 200 lbs. 6-12-6 under beds before setting.
8. Cultivate regularly. Keep clean of grass and weeds. Irrigate a few days before you think it is needed. Do not allow water to cover or stand on plants.
9. Pest control. Consult your County Agent.
10. Consult your County Agent or College of Agriculture for advice in your area.
11. There are 14,520 feet of rows in an acre if rows are 36 inches apart:
 - 13,726 feet in rows 38 inches apart.
 - 13,070 feet in rows 40 inches apart.
 - 12,446 feet in rows 42 inches apart.

THE CONNER COMPANY

P. O. Box 534

AUGUSTA, ARKANSAS

Telephone: 347-2561

Growers of Superior Quality Plants